

Finalists ready for Pendoring reveal

The Pendoring finalists once again reflect the richness of South Africa's cultural and language diversity, as 27 South African advertising agencies have produced 98 finalists in all of South Africa's indigenous languages (excluding English).



Pendoring judges. Images supplied.

Once again leading the pack is Joe Public with 13 finalists, followed by Red September and The Odd Number, each boasting 8 finalists, and Mortimer Harvey with 7 finalists.

Tertiary institutions racked up 25 finalists, with Northwest University leading with 8 finalists, followed by Stellenbosch Academy of Design and Photography, Vega School of Brand Leadership (Johannesburg and Pretoria) and AAA School of Advertising (Johannesburg and Cape Town), each producing 4 finalists.

As in the past, the category Radio Communication produced a bumper crop of 102 entries. Television, Cinema and Video Communication delighted with significant growth, posting 86 entries, followed by Print Media with 33 entries. This year, tertiary institutions contributed 79 entries in the various student categories.

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Partners: eVati Mineral Water, Leopard's Leap Wines, Maroela Media, Marklives.com, Newsclip, Richelieu

Online partner: Bizcommunity.com

The awards gala event takes place on Friday, 27 October 2017 at Vodacom World, Midrand. For tickets, email Corrie le Roux or call +27 (0) 11 880 5202. Students receive 25% discount.

All the finalists

Television/Cinema Commercials with a production budget exceeding R1m	
Title:	Afkophoender
Agency:	Joe Public

Advertiser:	iWyzé
Language:	Afrikaans
Title:	Die Reis
Agency:	Mortimer Harvey
Advertiser:	RCL Foods
Language:	Afrikaans
Title:	Hilux Taaier-er
Agency:	FCB Johannesburg
Advertiser:	Toyota
Language:	Afrikaans
Title:	Silly Spender
Agency:	Ogilvy & Mather Johannesburg
Advertiser:	MultiChoice DStv
Language:	Zulu
Title:	Vat die Stof my Bra
Agency:	Black Khaki
Advertiser:	Buco Hardware Buildware
Language:	Afrikaans

Television/Cinema Commercials with a production budget under R1m	
Title:	Everybody Knows
Agency:	7Films & Y&R South Africa
Advertiser:	Western Cape Government
Language:	Afrikaans
Title:	Campaign: Netnuus – Rol Saam
Agency:	Lucan
Advertiser:	NetNuus
Language:	Afrikaans
Title:	Pocket
Agency:	7Films & The Make Beautiful Agency
Advertiser:	Channel O
Language:	Zulu
Title:	Krieket
Agency:	Lucan
Advertiser:	NetNuus
Language:	Afrikaans

Television, Film & Video Communication: Internet Video	
Title:	Ag Shem
Agency:	Ogilvy & Mather Johannesburg
Advertiser:	MultiChoice DStv
Language:	Zulu

Television, Film & Video Communication: TV Trailers and Content Promos	
Title:	Curriebeker - Maak die dier wakker
Agency:	Studio Zoo
Advertiser:	SuperSport
Language:	Afrikaans

Television, Film & Video Communication: Branded Content Video	
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Title:	Ek wou nog sê...
Agency:	Brand et al
Advertiser:	Avbob
Language:	Afrikaans
Title:	Getroud met beleggings
Agency:	Red September
Advertiser:	Ecsponent
Language:	Afrikaans

Television, Film & Video Communication: Music Videos	
Title:	Francois Van Coke – Mensdom
Agency:	Passing Trains
Advertiser:	Francois Van Coke
Language:	Afrikaans

Television, Film & Video Crafts – Animations	
Title:	Curriebeker - Maak die dier wakker
Agency:	Studio Zoo
Advertiser:	SuperSport
Language:	Afrikaans

Television, Film & Video Crafts - Best use of Licenced Music	
Title:	Die Reis
Agency:	Mortimer Harvey
Advertiser:	RCL Foods
Language:	Afrikaans

Television, Film & Video Crafts – Cinematography	
Title:	Die Reis
Agency:	Mortimer Harvey
Advertiser:	RCL Foods
Language:	Afrikaans
Title:	Vat die Stof my Bra
Agency:	Black Khaki
Advertiser:	Buco Hardware Buildware
Language:	Afrikaans

Television, Film & Video Crafts – Direction	
Title:	Die Reis
Agency:	Mortimer Harvey
Advertiser:	RCL Foods
Language:	Afrikaans
Title:	Everybody Knows
Agency:	7Films & Y&R South Africa
Advertiser:	Western Cape Government
Language:	Afrikaans
Title	Campaign: kykNET Dis Tyd
Agency:	Clearwater
Advertiser:	kykNET
Language:	Afrikaans
Title:	Pocket
Agency:	7Films & The Make Beautiful Agency
Advertiser:	Channel O

Language:	Zulu
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Television, Film & Video Crafts – Editing

Title:	Die Reis
Agency:	Mortimer Harvey
Advertiser:	RCL Foods
Language:	Afrikaans

Television, Film & Video Crafts - Original Music and Sound Design

Title:	Nuus wat jy kan vertrou
Agency:	Lucan
Advertiser:	Netwerk24
Language:	Afrikaans

Television, Film & Video Crafts – Performance

Title:	Die Reis
Agency:	Mortimer Harvey
Advertiser:	RCL Foods
Language:	Afrikaans
Title:	Campaign: kykNET Dis Tyd
Agency:	Clearwater
Advertiser:	kykNET
Language:	Afrikaans
Title:	Silly Spender
Agency:	Ogilvy & Mather Johannesburg
Advertiser:	MultiChoice DSTv
Language:	Zulu

Television, Film & Video Crafts - Special Visual Effects

Title:	Campaign: iWyzé takes control when you can't
Agency:	Joe Public
Advertiser:	iWyzé
Languages:	Afrikaans & Zulu

Television, Film & Video Crafts – Writing

Title:	Die Reis
Agency:	Mortimer Harvey
Advertiser:	RCL Foods
Language:	Afrikaans
Title:	Campaign: kykNET Dis Tyd
Agency:	Clearwater
Advertiser:	kykNET
Language:	Afrikaans
Title:	Vat die Stof my Bra
Agency:	Black Khaki
Advertiser:	Buco Hardware Buildware
Language:	Afrikaans

Original Afrikaans

Title:	Campaign: Digicape Apple products and services
Agency:	Ninety9Cents Communications
Advertiser:	Digicape
Language:	Afrikaans

Title:	GeCell C
Agency:	FCB 1886 & FCB Cape Town
Advertiser:	Cell C
Language:	Afrikaans
Title:	Genuine Parts - Moenie die noodlot tart nie
Agency:	FCB Johannesburg
Advertiser:	Toyota
Language:	Afrikaans
Title:	Campaign: kykNET Dis Tyd
Agency:	Clearwater
Advertiser:	kykNET
Language:	Afrikaans
Title:	Vat die Stof my Bra
Agency:	Black Khaki
Advertiser:	Buco Hardware Buildware
Language:	Afrikaans

Communication Design: Brand Identity & Collateral Design - Creative use of Paper

Title:	Unicef Babas
Agency:	Red September
Advertiser:	Unicef

Communication Design: Brand Identity & Collateral Design - Direct and Promotional Mail

Title:	Afgri Hologram
Agency:	Red September
Advertiser:	Afgri

Communication Design: Brand Identity & Collateral Design - Identity Programmes

Title:	Zander Opperman – Instagram Famous
Agency:	Jana + Koos
Advertiser:	Zander Opperman

Communication Design: Brand Identity & Collateral Design – Logos

Title:	Mesh Logo
Agency:	Jana + Koos
Advertiser:	Mesh Club

Communication Design: Brand Identity & Collateral Design - Posters and Billboards

Title:	Campaign: Die toep vir tuinmaak
Agency:	Abnormal Group
Advertiser:	Gardening with Babylonstoren

Communication Design: 3D & Environmental Design - Package & Industrial Design

Title:	Keldermeester-versameling
Agency:	Just Design
Advertiser:	Lanzerac

Communication Design: Motion & Digital Graphic Design

Title:	Afgri Hologram
Agency:	Red September
Advertiser:	Afgri

Communication Design: Motion & Digital Graphic Design - Broadcast Design and Graphics

Title:	MTV Base Africa Channel Rebrand
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Agency:	Fort
Advertiser:	Macom/MTV Base Africa

Communication Design: Design Mixed-Media Campaign	
Title:	Unicef Babas
Agency:	Red September
Advertiser:	Unicef

Communication Design: Design Crafts – Illustration	
Title:	Mesh Craft – Gin and Juice
Agency:	Jana + Koos
Advertiser:	Mesh Club
Title:	Zam-Buk Pocket-sized Heritage
Agency:	J. Walter Thompson Johannesburg
Advertiser:	Zam-Buk

Digital & Interactive Communication: Websites or Microsites – Website	
Title:	Kreatiwiteit Wil Uit
Agency:	Etiket
Advertiser:	Pendoring 2016
Language:	Afrikaans

Digital & Interactive Communication: Mobile Media	
Title:	Afgri Hologram
Agency:	Red September
Advertiser:	Afgri
Language:	Afrikaans

Digital & Interactive Communication: Digital Crafts - Use of Technology	
Title:	Afgri Hologram
Agency:	Red September
Advertiser:	Afgri
Language:	Afrikaans

Digital & Interactive Communication: Digital Crafts - User Experience Design	
Title:	Kreatiwiteit Wil Uit
Agency:	Etiket
Advertiser:	Pendoring 2016
Language:	Afrikaans

Integrated campaign	
Title:	kykNET Kersfees
Agency:	Clearwater
Advertiser:	kykNET
Language:	Afrikaans
Title:	The Ridge
Agency:	Abnormal Group
Advertiser:	Craft Homes
Language:	Afrikaans

Outdoor & Out-of-Home: Ambient and Alternative Media	
Title:	Campaign: Bossies oor Baarde
Agency:	Newton's Third
Advertiser:	Headcase Barbers International
Language:	Afrikaans

Title:	Campaign: Spasie vir die hele gesin
Agency:	Abnormal Group
Advertiser:	Craft Homes
Language:	Afrikaans
Title:	Raga Bolo Wall Murals
Agency:	J. Walter Thompson Cape Town
Advertiser:	Smirnoff SA
Language:	Zulu

Outdoor & Out-of-Home: Direct Mail	
Title:	Afgri Hologram
Agency:	Red September
Advertiser:	Afgri
Language:	Afrikaans

Print Communication: Newspaper Advertising	
Title:	Campaign: Kom nader
Agency:	Joe Public
Advertiser:	Mahindra
Language:	Afrikaans
Title:	Campaign: Spasie vir die hele gesin
Agency:	Abnormal Group
Advertiser:	Craft Homes
Language:	Afrikaans
Title:	Campaign: Same Day Delivery, Same Day Forgiveness
Agency:	FCB Johannesburg
Advertiser:	Netflorist
Languages:	Afrikaans and Zulu
Title:	R.I.P.
Agency:	Joe Public
Advertiser:	Chicken Licken
Language:	Sotho

Print Communication: Magazine Advertising	
Title:	Campaign: Daar wag 'n beter werk
Agency:	Joe Public
Advertiser:	PNET
Language:	Afrikaans
Title:	Campaign: Kopseer
Agency:	Joe Public
Advertiser:	Adcock Ingram
Language:	Afrikaans

Print Communication: Indoor Posters	
Title:	XXXL Chips
Agency:	FCB 1886
Advertiser:	Steers
Language:	Afrikaans
Title:	Zam-Buk Pocket-sized Heritage
Agency:	J. Walter Thompson Johannesburg

Advertiser:	Zam-Buk
Language:	Zulu

Print Communication: Branded Content

Title:	Pocket
Agency:	7Films & The Make Beautiful Agency
Advertiser:	Channel O
Language:	Zulu

Print Communication: Outdoor & Out of Home Crafts - Art Direction

Title:	XXXL Chips
Agency:	FCB 1886
Advertiser:	Steers
Language:	Afrikaans
Title:	Zam-Buk Pocket-sized Heritage
Agency:	J. Walter Thompson Johannesburg
Advertiser:	Zam-Buk
Language:	Zulu

Print Communication: Outdoor & Out of Home Crafts – Photography

Title:	Pocket
Agency:	7Films & The Make Beautiful Agency
Advertiser:	Channel O
Language:	Zulu

Radio Station Commercials

Title:	After Tears
Agency:	The Odd Number
Advertiser:	Brand South Africa
Language:	Zulu
Title:	Campaign: Valentines
Agency:	Ogilvy & Mather Johannesburg
Advertiser:	MultiChoice DSTV
Languages:	Zulu & Sepedi
Title:	Campaign: Slegte Dag
Agency:	FCB Cape Town
Advertiser:	Blooms Apteek
Language:	Afrikaans
Title:	GeCell C
Agency:	FCB 1886& FCB Cape Town
Advertiser:	Cell C
Language:	Afrikaans
Title:	Campaign: Hilux Ahh. Yay
Agency:	FCB Johannesburg
Advertiser:	Toyota
Languages:	Tswana & Zulu
Title:	Campaign: Spaar jouself die drama
Agency:	Joe Public
Advertiser:	Adcock Ingram
Language:	Afrikaans
Title:	Campaign: Hy het daarvoor gevra

Agency:	Joe Public
Advertiser:	People Opposing Women Abuse
Language:	Afrikaans
Title:	Campaign: Valentine's Day Inner Peace
Agency:	Joe Public
Advertiser:	Chicken Licken
Language:	Zulu
Title:	Amagxaba Angay'zolo
Agency:	Joe Public
Advertiser:	Jet
Language:	Zulu
Title:	Campaign: Hell's Kitchen
Agency:	The Odd Number
Advertiser:	BBC Lifestyle
Language:	Zulu
Title:	POWA Rape News
Agency:	Joe Public
Advertiser:	People Opposing Women Abuse
Language:	Zulu
Title:	Campaign: Speeltyd
Agency:	Joe Public
Advertiser:	Lovers Plus
Language:	Afrikaans

Branded Content – Radio	
Title:	Zazi Mother's Day Dedication
Agency:	Joe Public
Advertiser:	Centre for Communication Impact
Language:	Zulu

Radio Communication Crafts - Original Music and Sound Design	
Title:	Genuine Parts Jy sal NIE!
Agency:	FCB Johannesburg
Advertiser:	Toyota
Language:	Afrikaans
Title:	Klink soos harde werk
Agency:	BBDO Cape Town
Advertiser:	Coronation
Language:	Afrikaans

Radio Communication Crafts – Performance	
Title:	After Tears
Agency:	The Odd Number
Advertiser:	Brand South Africa
Language:	Zulu
Title:	Campaign: Hilux Hill Assist
Agency:	FCB Johannesburg
Advertiser:	Toyota
Languages:	Tswana & Zulu
Title:	Campaign: Hell's Kitchen

Agency:	The Odd Number
Advertiser:	BBC Lifestyle
Language:	Zulu
Title:	The Honeymoon
Agency:	The Odd Number
Advertiser:	Brand South Africa
Language:	Sotho
Title:	Vat die Stof my Bra
Agency:	Black Khaki
Advertiser:	Buco Hardware Buildware
Language:	Afrikaans

Radio Communication Crafts – Writing	
Title:	After Tears
Agency:	The Odd Number
Advertiser:	Brand South Africa
Language:	Zulu
Title:	Campaign: Slegte Dag
Agency:	FCB Cape Town
Advertiser:	Blooms Apteek
Language:	Afrikaans
Title:	Campaign: Hell's Kitchen
Agency:	The Odd Number
Advertiser:	BBC Lifestyle
Language:	Zulu
Title:	The Honeymoon
Agency:	The Odd Number
Advertiser:	Brand South Africa
Language:	Sotho
Title:	Vat die Stof my Bra
Agency:	Black Khaki
Advertiser:	Buco Hardware Buildware
Language:	Afrikaans

Retail Communication	
Title:	Campaign: Digicape Apple products and services
Agency:	Ninety9Cents Communications
Advertiser:	Digicape
Language:	Afrikaans
Title:	GeCell C
Agency:	FCB 1886 & FCB Cape Town
Advertiser:	Cell C
Language:	Afrikaans
Title:	Campaign: Hoe meer suiker, hoe minder soet
Agency:	Ninety9Cents Communications
Advertiser:	Checkers
Language:	Afrikaans
Title:	Silly Spender
Agency:	Ogilvy & Mather Johannesburg

Advertiser:	MultiChoice DStv
Language:	Zulu

Students

Student Television, Film & Video Crafts – Cinematography	
Title:	Die Monoloog (short film)
Tertiary Institution:	North West University
Students:	Moné Schalekamp, Armand Aucamp, Lize-Mari Jooste
Language:	Afrikaans

Student Television, Film & Video Crafts – Direction	
Title:	Die Monoloog (short film)
Tertiary Institution:	North West University
Student:	Ricardo Liut
Language:	Afrikaans

Student Television, Film & Video Crafts – Writing	
Title:	Die Monoloog (short film)
Tertiary Institution:	North West University
Students:	Ricardo Liut, Moné Schalekamp
Language:	Afrikaans

Student Outdoor & Out of Home - Outdoor Media	
Title:	Campaign: Inene Amakrwala Ngamanene
Tertiary Institution:	University of Johannesburg
Students:	Samantha Achilles, Kwanele Mngomezulu, David Ndodana
Language:	Xhosa
Title:	Uit die oude doos
Tertiary Institution:	Vega School of Brand Leadership Johannesburg
Students:	Melissa Jordaan, Kendra Verbeek
Language:	Afrikaans

Student Integrated Campaign	
Title:	Eksieperfeksie: Jislaaik Sussie, Tannie Emsie Gaan Jou Donner
Tertiary Institution:	North West University
Students:	Annemie Van Vuuren, Linda Kok
Language:	Afrikaans
Title:	Nie net wit of swart nie
Tertiary Institution:	Stellenbosch Academy of Design and Photography
Student:	Keagan Clack
Language:	Afrikaans
Title:	Protes jou Bes: Los die Vuur, Drink ‘n Bier
Tertiary Institution:	North West University
Students:	Zondré Visagie, Anja Swart
Language:	Afrikaans
Title:	Suiwerbek Slingersous: Rêk Jou Bêk in Jou Ee Dialêk
Tertiary Institution:	North West University
Students:	Suné Potgieter, Grace Serfontein
Language:	Afrikaans

Student Radio Communication	
Title:	Net 'n Tattoo?!

Tertiary Institution:	Vega School of Brand Leadership Johannesburg
Student:	Christian Botha
Language:	Afrikaans
Title:	Wife beater
Tertiary Institution:	AAA School of Advertising Johannesburg
Student:	Noko Setate
Language:	Zulu

Student Print Communication	
Title:	Campaign: Kalklig – Geslag & Gevangenis
Tertiary Institution:	Stellenbosch Academy of Design and Photography
Student:	Katherine Joubert
Language:	Afrikaans
Title:	Ons vir Jou
Tertiary Institution:	AAA School of Advertising Cape Town
Student:	Serena-Marié van der Nest
Language:	Afrikaans
Title:	Campaign: Sarie Marais & Suikerbossie
Tertiary Institution:	Stellenbosch Academy of Design and Photography
Student:	Sophia Louw
Language:	Afrikaans
Title:	Swag
Tertiary Institution:	Vega School of Brand Leadership Pretoria
Student:	Azraa Kazi
Language:	Afrikaans

Student Digital Interactive Communication - Digital Applications; Games and Interactive Tools	
Title:	Jaco
Tertiary Institution:	Vega School of Brand Leadership Johannesburg
Students:	Michaela Massey, Saarah Saint
Language:	Afrikaans

Student Communication Design - Collateral Design	
Title:	Herbefore
Tertiary Institution:	AAA School of Advertising Cape Town
Student:	Serena-Marié van der Nest
Language:	Afrikaans
Title:	Wild op jou voorstoep
Tertiary Institution:	Stellenbosch Academy of Design and Photography
Student:	Susan Duvenage
Language:	Afrikaans

Student Communication Design - Logos and Identity Programmes	
Title:	“Shibit! Soet en Suur Grafies Ontwerper”
Tertiary Institution:	North West University
Student:	Annemie van Vuuren
Language:	Afrikaans
Title:	Hustle Baby by Lorna Maseko
Tertiary Institution:	Red & Yellow School of Logic & Magic
Students:	Rachel Hurry, Oihle Losaba
Language:	Zulu

Title:	Umoya by DJ Zinhle
Tertiary Institution:	Red & Yellow School of Logic and Magic
Students:	Nick Pollet, Olihle Losaba
Language:	Zulu

Student Communication Design - Package and Industrial Design	
Title:	Hallo Vreemdeling
Tertiary Institution:	University of Johannesburg
Student:	Gina Rodrigues
Language:	Afrikaans

Student Communication Design - Publication Design	
Title:	Busy Bee
Tertiary Institution:	AAA School of Advertising Cape Town
Student:	Danika Treumicht
Language:	Afrikaans
Title:	Reviving the “Bantu Symbol Writing” into contemporary visual culture
Tertiary Institution:	Greenside Design Center College of Design
Student:	Taurai Valerie Make
Language:	Ndebele

Student Print & Design Crafts – Writing	
Title:	Campaign: Suiwerbek Slingersous: Rêk Jou Bêk in Jou Eie Dialêk
Tertiary Institution:	North West University
Students:	Suné Potgieter, Grace Serfontein
Language:	Afrikaans

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